

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# **2013** Market Profile: Germany



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## Visitation Trends (Arrivals)

[Thousands of Germany Visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Arrivals	1,386	1,524	1,782	1,687	1,726	1,824	1,876	1,916	531
Percentage Change (%)	-2	10	17	-5	2	6	3	2	38

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2006	2007	2008	2009	2010	2011	2012	2013 <sup>p</sup>	Change 2013/2006
Total Travel & Tourism Exports <sup>(1)</sup>	\$4,205	\$5,156	\$6,683	\$5,572	\$5,648	\$6,302	\$6,940	\$7,538	\$3,333
Travel Receipts	\$3,204	\$4,055	\$5,183	\$4,479	\$4,426	\$4,870	\$5,364	\$5,888	\$2,684
Passenger Fare Receipts	\$1,001	\$1,101	\$1,500	\$1,093	\$1,222	\$1,432	\$1,576	\$1,650	\$649
Change (%) in Total Exports	-14	23	30	-17	1	12	10	9	79

(p) Preliminary

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change <sup>(2)</sup>
Airlines	41	42	1.3
Online Travel Agency	34	36	1.5
Travel Agency Office	27	24	-2.7
Personal Recommendation	24	22	-2.0
Corporate Travel Dept.	19	16	-3.1
Travel Guides	18	16	-2.6

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## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	53	53	0.1
Visit Friends/Relatives	18	19	1.4
Business	16	15	-0.5
Convention/Conference/Trade Show	9	7	-1.8

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	67	65	-1.3
Visit Friends/Relatives	33	32	-0.4
Business	20	18	-2.1
Convention/Conference/Trade Show	12	9	-2.9
NET PURPOSES OF TRIP:			
Leisure & VFR	78	78	-0.5
Business & Convention	27	24	-3.0

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 6 of 11)	2012 (Percent)	2013 (Percent)	Point Change (2)
Rented Auto	46	46	0.2
City Subway/Tram/Bus	39	37	-1.6
Auto, Private or Company	32	31	-0.7
Air Travel between U.S. Cities	32	29	-3.5
Taxicab/Limousine	31	28	-2.7
Bus between Cities	15	13	-1.4

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## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 22)	2012 (Percent)	2013 (Percent)	Point Change (2)
Shopping	86	87	1.1
Sightseeing	79	79	-0.4
Small Towns/Countryside	43	42	-0.9
National Parks/Monuments	41	41	-0.1
Historical Locations	37	40	3.3
Experience Fine Dining	33	36	2.3
Art Gallery/Museum	33	31	-1.5
Guided Tours	25	25	0.0
Cultural / Ethnic Heritage Sites	19	21	1.9
Amusement/Theme Parks	22	20	-2.2

## Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	114	118	3.6
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	9	9	0.2
First International Trip to the U.S.	20	20	-0.1
Length of Stay in U.S. (mean nights)	18.3	18.1	-0.2
Length of Stay in U.S. (median nights)	11	11	0.0
Number of States Visited (% 1 state)	63	66	3.3
Average Number of States Visited	1.7	1.6	-0.1
Hotel/Motel (% 1+ nights)	80	74	-5.9
Average # of Nights in Hotel/Motel	8.7	9.4	0.7
Travel Party Size (mean # of persons)	1.5	1.5	0.0
Gender: % Male (among adults)	59	57	-1.8
Household Income (mean average)	\$111,007	\$105,575	-\$5,432
Household Income (median average)	\$86,398	\$84,105	-\$2,293
Average Age: Female (among adults)	38	38	0.5
Average Age: Male (among adults)	42	42	0.2

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## U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
<b>Regions</b>				
Middle Atlantic	38.6	724	36.4	698
South Atlantic	33.4	627	32.4	621
Pacific	22.4	420	24.4	468
<b>States</b>				
New York	33.7	632	31.5	604
California	20.8	390	22.0	422
Florida	18.3	343	17.7	339
<b>Cities</b>				
New York City	33.0	619	30.6	586

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (\*\*) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit: [http://travel.trade.gov/outreachpages/census\\_regions.html](http://travel.trade.gov/outreachpages/census_regions.html)

Interested in data for your destination? NTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

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## Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the German traveler who visits the United States.

**Survey of International Air Travelers: Table Number and Description**

Table 1	Country of Residence	Table 20	Number of Destinations Visited
Table 2	Information Sources	Table 21	Transportation in the U.S.
Table 3	Advance Trip Decision	Table 22	Port of Entry
Table 4	Advance Airline Reservation	Table 23	Main Destination
Table 5	Means of Booking Air Trip	Table 24	U.S. Destinations Visited
Table 6	Advance Air Ticket Payment	Table 25	Leisure Activities
Table 7	Prepaid, inclusive tour package	Table 26	Total Trip Expenditures
Table 8	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 9	Travel Insurance Purchased	Table 28	Trip Payment Methods - Average
Table 10	Travel Companions	Table 29	Payment Methods- Frequency
Table 11	Travel Party Size	Table 30	Payment Methods - Expen.Weighted
Table 12	Main Purpose of Trip	Table 31	Factors in Airline Choice
Table 13	Purpose(s) of Trip	Table 32	Main Factor in Airline Choice
Table 14	Type of Accommodation	Table 33	Seating Area
Table 15	Nights in the U.S.	Table 34	Type of Airline Ticket
Table 16	Total Nights Away From Home	Table 35	Gender and Age of Travelers
Table 17	First Trip to the U.S.	Table 36	Occupation
Table 18	U.S. Trips Last 12 months	Table 37	Annual Household Income
Table 19	Number of States Visited		



# Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

## For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts

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